

PIEDMONT AIRLINES
Winston-Salem, North Carolina

WEEKLY TRAFFIC MEMORANDUM #18

November 15, 1948

1. AIR FREIGHT - There has been a steady increase each month in the volume of air freight handled. The net revenue from this source amounts to enough to pay the salaries of several of us. Fellows, this is important traffic and we must give it the handling it deserves. Recently there have been a few cases of mishandling; most of these have been on our own system at connecting points. Some have been caused by failure of the originating station to send the connection message, thereby causing shipments to be over-carried. Be sure to send connecting information on AF as well as all connecting traffic. (This refers to Flights 20 & 40 at RDU, Flights 15 & 21 at TRI and Flights 41 & 36 at ROA)

After a shipment or part of a shipment has been over-carried or mishandled in any way, don't let it sit around. Use your head. Decide what can be done to get the AF to destination and do it.

Example: An INT-SDF shipment is dispatched on 21 to connect at TRI with 15 for SDF. The shipment is shown on the Trip Dispatch but not shown in a "Connection Msg." This is only Error No. 1. TRI fails to pull shipment--Error No. 2. After 21 is out of TRI, the error is not noticed. Had the error been detected, LEX could have been advised to pull shipment there for inspection and disposition--thus Error No. 3. Shipment is taken off at CVG and held for Trip 10 next day and sent to LEX. In my estimation this would constitute Errors No. 4 & 5. CVG should have returned to LEX on 16. If this not done, authority should have been requested to forward to SDF by TWA or AAL. But as it happened, when it was received at LEX on the 2nd day, Error No. 6 was committed by holding shipment for Flight 15. No one advised origin or destination as to the shipment being in their station. This neglect must be classed as Error No. 7.

You will agree that that is lousy handling. Think of it. Suppose that had been your shipment--you paid the charges--you were expecting to receive a large order from the consignee because of this air freight shipment of samples--the consignee was expecting the shipment because of expensive phone call you had made and paid for--the consignee had gone to considerable expense to have designers from throughout the Middle West and South present to look over your samples. No doubt you, too, would have been quite let down when they were not shown because someone with Piedmont Airlines has failed to give your air freight shipment proper attention.

I regret that this has been so lengthy. I regret still more that it was necessary at all. Let's not make it necessary again. Remember, all traffic carried by air is important and must have your undivided attention. THINK - then act.

2. FLIGHT INFORMATION TO THE PUBLIC - Nothing irritates a person more than telephoning the airport for info on the arrival time of a flight which he or she is to meet and to be advised that the trip is expected in on schedule; but upon arrival at the airport, to find that the trip is operating late--sometimes as much as several hours late. We have had several instances similar to this happen to us already. Winter weather is with us now and we can expect some delays, but there is no excuse for giving out false information or missing our estimate of arrival as far as we have missed some. All managers will see to it that your station has a definite procedure for keeping up with flights coming into your station. You do not have an opportunity to do very much direct selling. The telephone is one of your most important mediums--the way you and your personnel use it is the thing that counts. Think--use it wisely.
3. FAMILY PLAN POSTERS - One large poster is being forwarded each station. Will all concerned please see that this poster gets the very best display possible. Let's get them up right away.